Germany: Get It Across Marketing Monthly Overview: August 2009

Utah Newsletter

After having received the final approval from Patti Denny, the Newsletter was sent on <u>August 4</u>, <u>2009</u>. It contained 12 <u>full pages of text</u> and <u>more than 100 images</u> that were chosen, edited and arranged as little gif-films.

Topics were the following:

- NP Special: Bryce Canyon NP, incl. Cowboy dinner show
- Tipp for Train Enthusiasts: Golden Spike NHS, Union Station, Heber Valley Train
- Fall Foliage: Mount Nebo Scenic Byway, Provo Canyon etc.
- State Parks: Snow Canyon
- Insider Tipp: Red Canyon near Bryce, bike trail
- Salt Lake City by Bike
- What's new? New German website
- Did you know? Utah has some of the darkest skies in the US
- My Utah (photo competition)

Winner Ingrid Klebba from Frechen, Germany received a Utah backpack and bandanna

One of the newsletter topics (Scenic Byways in Fall) was included in the **American Airlines Newsletter**, that was sent to AA's travel agents and leisure travel contacts!

